

**QUAKER CITY**; therefore, to spray the proper wave pattern the aerials run at right angles to this geographical line. The waves radiated broadside to the line are far more powerful than the lengthwise discharge. In fact, the engineers explain that

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ments in the new installation that reveal progress in radio engineering. For example, not a single wire leaves the transmission house at Carteret above the ground. The broadcasting apparatus is linked with the aerial by a 600-foot copper

the main control room is a virtual radio-apparatus theatre. Through glass partitions and from galleries visitors will witness \$6,500 worth of glowing vacuum tubes perform their magic in a realm of silence.

Philharmonic Sy  
Hans Lange con  
from Carnegie E  
tion of the 250th  
hann Sebastian  
Bolognini is at  
WABC, 3-5 P. M.  
A London Symphon  
Concerto, violin-orch  
Brandenburg Conco

Choral Prelude: "Herre Gott" .....  
Choral Prelude: "Ich zu Dir" .....  
Eine Feste Burg II

# BEHIND THE BROADCAST SCENES

**S**OMETHING new in the way of amateur programs will be introduced over WEVD on Friday when Sigmund Spaeth, popularly known as "the tune detective," turns "talent detective." He will trail newcomers who show promise of a musical future. No gong or whistle will be introduced to relegate the tyros to ethereal oblivion. When the curtain rises on the half-hour show each Friday night at 8 o'clock the amateurs will already have been auditioned by Mr. Spaeth. Only the cream of the crop will receive a hearing at the microphone. Private auditions will be held preceding the broadcast as an elimination contest, thus avoiding embarrassment of candidates on the air.

## Steven's Will Be Announcer.

Carlyle Stevens, announcer affiliated with WABC, is the first winner of the annual "BBDO award for good announcing," according to Roy S. Durstine, vice president of Batten, Barton, Durstine & Osborne. Mr. Stevens is believed to possess all the qualities which make a good announcer, which Mr. Durstine lists as: "Sincerity, accurate diction, naturalness, persuasiveness, lack of mannerisms and an absence of those curious inflections which belong to an unknown language in a world which doesn't exist."

## About Programs and People.

**J**OE COOK, comedian, will be the ringmaster of a new WJZ broadcast opening March 8 at 10 P. M. Other units in the forty-five minute carnival, to be staged each Friday, include B. A. Rolfe's band, the Modern Choir, with vocalizing by Phil Duey, Peg La Centra and Lucy Monroe. The comedy team of Stoopnagle and Budd will be up to their old tricks once more, on Fridays at 10:30 P. M., starting this week. Amos 'n' Andy are California-bound for a four-week holiday. Beginning tomorrow their program will be picked up five times weekly from the vacation site. Bill Hay will make the opening and closing announcements from the old stand, Chicago. So many requests have been received by Alma Kitchell to repeat the five "new" Brahms songs which she introduced in this country during a recent broadcast, that she has decided to include the selections in her WJZ program on

## Tune Detective Sleuths for New Talent at WEVD —Plans of Artists

March 13 at 6:15 P. M. These are the songs discovered in Vienna last November.

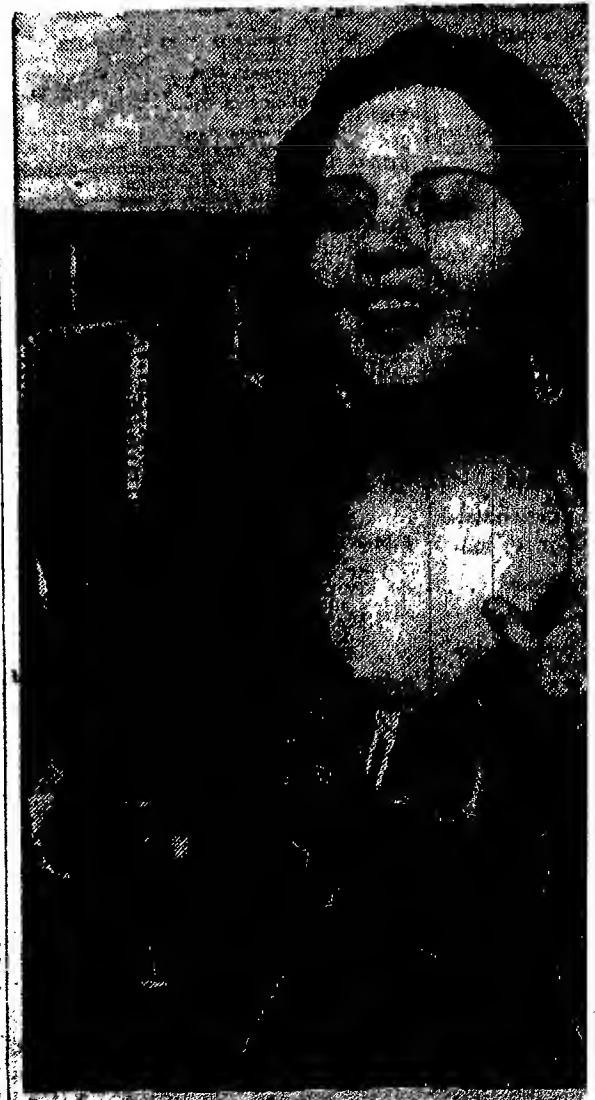
Reversing their usual schedule, Lily Pons will be heard over WABC at 9 P. M. tomorrow and Lucrezia Bori at the same time on Wednesday. The change, made because of conflicting engagements at the Metropolitan, is for this week only. Carl Fenton has been appointed musical director of WMCA. A. L. Alexander has returned to WMCA as chief announcer. Beatrice Lillie will be Roxy's guest on March 9 at 8 o'clock over WABC when the veteran showman pays musical tribute to Noel Coward. Incidentally, Miss Lillie's radio contract for the Friday night WJZ performance has been extended for another thirteen weeks. Dale Wimbrow, the Mississippi minstrel, will begin a series tomorrow. He entertains for ten minutes at 6:35 P. M. on Mondays and Fridays over WJZ and each Wednesday on WEA. Each of the four plays scheduled for presentation by the Radio Guild during March will be "first times" in the matinee series broadcast each Monday over WJZ at 3 P. M. Tomorrow Shakespeare's "Henry IV" will be performed; Sardou's "The Black Pearl" will be the offering on March 11. "The Man With a Load of Mischief," by Ashley Duke, and John Galsworthy's "The Silver Fox" are booked for March 18 and 25.

Thomas L. Stix, who is scheduled to conduct a series of WOR interviews from the Algonquin "round table" beginning Tuesday from 12:45 to 1 P. M., will have as his first guest Hendrik Willem van Loon, author. The following day, Wednesday, at the same time, he will interview Margaret Wycherly, actress, and on Thursday his guest will be Captain Henry Landau of the British Secret Service during the World War.

Jack Benny has affixed his signature to a contract that will keep him and his troupe busy on Sun-

days at 7 P. M. at WJZ's microphone until midsummer. . . . The Three "X" Sisters, who harmonize on Mondays and Wednesdays over WJZ, have been renewed for twenty-six weeks, effective tomorrow. . . . Still another renewal is that of Walter O'Keefe, Annette Hanshaw and Glen Gray's music, heard over WABC Tuesdays at 10 and Thursdays at 9 P. M. They have signed for another thirteen weeks. . . . Lanny Ross will be in Detroit from March 9 to 12 to fill a personal engagement at the Michigan Exposition but will be back in New York for his broadcasts. . . . Lou Holtz, comedian, has been signed for a long-time engagement as headline funnyman of Paul Whiteman's WEA broadcast, beginning Thursday night at 10 o'clock.

Stradivarius (bers of which son, first viol second violin; viola, and Gera WOR, 7:45 P. M. Quartet in A Minor Italian Song Cantata di Bavlik Air et Gavotte. La Lune Blanche. "Carmen"—A Bizet's opera, F Stueckgold, Me prano, in the Pelletier of th ducts the cho Deems Taylor WEA, 8-9 P. M. The cast incl Carmen . . . . . Micaela . . . . . Don Jose . . . . . Eugene Orm Minneapolis S



Olga Albani, Soprano, sings at 8 o'clock to